

COMPARISONS OF AVERAGE AUDIENCE ESTIMATES — SELECTED PROGRAM TYPES

SECOND REPORT FOR AUGUST 198

EVENING 7:00-11:00 PM

	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	All 25- 30 Min.	All 55- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	All 7:00-11:00 PM		
											Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS†	12.0 11	14.1 9	13.5 26	15.1 4	IFR	13.2 6	13.3 27	13.1 32	12.0 29	13.4 38	13.0 67	10.2 20	12.4 87

	EVENING 6:00-7:00PM		MONDAY-FRIDAY 11:30-1:00AM		WEEKDAY DAYTIME 10:00AM-4:30PM					WEEKEND DAYTIME			
	Informational(1)		11:30PM- 1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Situation Comedy	10:00AM- 1:00PM	1:00- 4:30PM	10:00AM- 4:30PM	Child- dren's(1)	Sports		
	Once-a-Week	Multi-weekly									Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS†	6.9 5	9.8 3	5.2 6	7.1 13	5.6 10	5.6 3	5.6 14	7.1 12	6.5 26	4.1 31	7.3 4	5.3 14	5.9 18

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.
(2) INCLUDES 8:30-9:30PM AND 8:30-10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.
(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

† PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING — TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING AUGUST 21, 1983

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	NEWHART	18.9	15,740	9	REMINGTON STEELE#	16.7	13,910
2	TRAPPER JOHN, M.D.	18.8	15,660	10	FACTS OF LIFE	16.4	13,660
3	JEFFERSONS	18.5	15,410	10	HILL STREET BLUES	16.4	13,660
3	NBC MONDAY NIGHT MOVIES#	18.5	15,410	12	60 MINUTES	16.1	13,410
5	A TEAM#	18.4	15,330	12	9 TO 5	16.1	13,410
6	CAGNEY & LACEY	17.1	14,240	14	THREE'S COMPANY	15.7	13,080
6	HART TO HART	17.1	14,240	15	20/20	15.4	12,830
8	SIMON & SIMON#	16.9	14,080				

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1983 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE	HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE	HOUSEHOLD AUDIENCES								
WK #	DAY	START TIME	DUR	NET TYPE		WK 1	WK 2		WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME		DUR	NET TYPE		WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	
•EVENING														CBS EVENING NEWS-RATHER					220	204	202	99	99	A	11.7	25	975			
A TEAM					24					205		98	A	18.4	35	1533	M-F					6.30P	30	CBS	N	B	13.3	25	1108	
2 TUE.					8.00P	60	NBC	A					B	18.7	31	1558	CBS EVENING NEWS-DEAN					32	184	181	91	90	A	8.7	20	725
ABC MONDAY NIGHT BSBL-PRE					10	203	205	99	99	A	8.9	19	741	SUN.					6.30P	30	CBS	N	B	9.0	19	750				
1 MON.					8.00P	15	ABC	SC					B	8.3	18	691	CBS NFL PRE-SEASON(S)						200		99	A	10.8	21	900	
2 MON.					8.00P	13											2 THU.					9.00P	200	CBS	SE					
ABC MONDAY NIGHT BASEBALL					10	203	205	99	99	A	10.7	20	891	CBS SAT. NEWS-SCHIEFFER					35	156	149	87	78	A	6.4	16	533			
1 MON.					8.15P	163	ABC	SE					B	10.3	19	858	1 SAT.					6.30P	30	CBS	N	B	9.3	20	775	
2 MON.					8.13P	151											2 SAT.					6.35P	25			A	9.7	20	808	
ABC NEWS CLOSEUP(S)							203		98	A	11.6	23	966	CBS SAT. NIGHT MOVIE					42	193	192	96	98	A	9.7	20	808			
2 SAT.					10.00P	60	ABC	DN									1 SAT.					9.00P	120	CBS	FF	B	13.8	25	1150	
ABC NEWSBRIEF-M-F					215	192	192	97	97	A	10.8	20	900	2 SAT.					8.00P	180										
1 MON.					8.13P	1	ABC	N					B	14.9	24	1241	CBS TUESDAY NIGHT MOVIES					36	195	183	99	96	A	12.5	22	1041
TU&TH					9.58P	1											1 TUE.					9.00P	120	CBS	FF	B	15.7	25	1308	
WED.					9.57P	2											2 TUE.					8.00P	120							
1 FRI.					9.34P	1											CBS WEDNESDAY NIGHT MOVIE					31	191	187	95	98	A	14.4	26	1200
2 MON.					8.11P	1											1 WED.					9.00P	120	CBS	FF	B	14.1	23	1175	
2 FRI.					9.54P	1											2 WED.					8.30P	150							
ABC NEWSBRIEF-SAT.					43	193	190	97	96	A	13.6	26	1133	CHEERS					28	205	202	99	99	A	14.8	26	1233			
SAT.					9.58P	1	ABC	N					B	18.0	31	1499	THU.					9.30P	30	NBC	CS	B	14.4	23	1200	
ABC NEWSBRIEF-SUN.					44	193	194	96	97	A	14.2	25	1183																	
1 SUN.					10.04P	1	ABC	N					B	16.1	25	1341														

2 SUN.	9.59P	2												DALLAS		42	202	202	99	99	A	11.0	21	916			
														FRI.	9.00P	60	CBS	GD			B	20.0	34	1666			
ABC NFL PRE-SEASON FTBL(S)					197		98	A	9.0	18	750			DIFF'RENT STROKES-SAT.		41	204		97		A	10.6	24	883			
2 FRI.	8.00P	200	ABC	SE										1 SAT.	8.00P	30	NBC	CS			B	13.7	26	1141			
ABC SPORTS UPDATE-SAT					44	193	189	97	96	A	11.2	24	933	DIFF'RENT STROKES-SAT.(B)				166		79	A	8.6	20	716			
SAT.	8.58P	1	ABC	SN						B	14.8	27	1233	2 SAT.	8.00P	30	NBC	CS									
ABC SPORTS UPDATE-SUN					42	193	193	97	97	A	12.9	24	1075														
1 SUN.	8.31P	1	ABC	SN						B	14.2	24	1183	DINER(S)			197		99		A	8.9	18	741			
2 SUN.	8.35P	1												1 MON.	8.30P	30	CBS	CS									
ABC SUNDAY NIGHT MOVIE					35	202	202	98	98	A	13.5	24	1125	DUKES OF HAZZARD		43	198	199	98	98	A	12.4	26	1033			
1 SUN.	9.00P	149	ABC	FF						B	16.3	27	1358	FRI.	8.00P	60	CBS	CS			B	15.4	27	1283			
2 SUN.	9.00P	120												DYNASTY		9	204	205	99	99	A	10.0	18	833			
ABC WORLD NEWS TONIGHT					220	201	201	98	98	A	8.8	19	733	WED.	10.00P	60	ABC	GD			B	10.3	19	858			
M-F	6.30P	30	ABC	N						B	11.0	21	916	EISCHIED		10	184	184	95	91	A	12.2	24	1016			
ABC WRLD NEWS TONIGHT-SUN					37	167	167	88	87	A	6.5	15	541	FRI.	10.00P	60	NBC	OP			B	12.6	25	1050			
SUN.	6.30P	30	ABC	N						B	7.3	15	608														
ALICE					8		197		98	A	15.3	30	1274	EYE ON HOLLYWOOD		3	201	202	98	98	A	10.1	20	841			
2 SUN.	8.00P	30	CBS	CS						B	12.9	28	1075	THU.	8.00P	30	ABC	GV			B	10.1	20	841			
ALLISON SIDNEY HARRISON(S)						176			89	A	9.3	19	775	FACTS OF LIFE		37	198	192	97	96	A	16.4	30	1366			
2 FRI.	8.00P	60	NBC	PD										WED.	9.00P	30	NBC	CS			B	16.5	26	1374			
ARCHIE BUNKER'S PLACE					7	192	196	98	98	A	9.7	19	808	FACTS OF LIFE SPECIAL(S)				160		78	A	8.6	19	716			
WED.	8.00P	30	CBS	CS						B	9.0	19	750	2 SAT.	8.30P	30	NBC	CS									
BUFFALO BILL					10	197	195	97	97	A	13.8	24	1150	FAERIES(S)			184		92		A	7.0	16	583			
WED.	9.30P	30	NBC	CS						B	12.6	22	1050	1 SAT.	8.00P	30	CBS	EA									
CAGNEY & LACEY					33	195	195	99	99	A	17.1	31	1424	FALCON CREST		14	201	199	99	98	A	12.0	24	1000			
MON.	10.00P	60	CBS	OP						B	15.3	25	1274	FRI.	10.00P	60	CBS	GD			B	11.4	22	950			

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

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PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1983 REPORT

PROGRAM NAME											T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME											T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)														
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2					WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2																		
EVENING CONT'D																																									
NEWHART					9	200	199	99	99	A	18.9	32	1574	ST. ELSEWHERE					1		197		99	A	14.6	26	1216														
SUN.		9.30P	30	CBS	CS					B	17.3	31	1441	2 WED.		10.00P	60	NBC	GD					B	14.6	26	1216														
NEWSBREAK-M-F					218	179	178	90	90	A	10.5	20	875	ST. ELSEWHERE SPECIAL(S)							195		98	A	14.2	26	1183														
1 M-F		8.58P	1	CBS	N					B	13.8	22	1150	2 TUE.		10.00P	60	NBC	GD																						
2 MTHF		8.58P	1											SILVER SPOONS					41	202		98	A	11.5	25	958															
2 TUE.		8.53P	1											1 SAT.		8.30P	30	NBC	CS				B	14.1	25	1175															
2 WED.		9.10P	1											SIMON & SIMON					37	200		99	A	16.9	30	1408															
NEWSBREAK-SAT.					44	186	187	88	82	A	6.6	14	550	1 THU.		9.00P	60	CBS	PD				B	19.5	31	1624															
1 SAT.		8.28P	1	CBS	N					B	10.6	19	883	60 MINUTES					44	209	208	99	99	A	16.1	35	1341														
2 SAT.		8.57P	2											SUN.		7.00P	60	CBS	DN				B	22.5	39	1874															
NEWSBREAK-SUN.					44	190	183	94	92	A	14.6	28	1216	SQUARE PEGS					10	196	186	98	96	A	11.9	24	991														
1 SUN.		8.28P	1	CBS	N					B	16.3	26	1358	MON.		8.00P	30	CBS	CS				B	11.3	22	941															
2 SUN.		8.58P	1											SUTTERS BAY(S)							196		96	A	15.1	26	1258														
NFL PRE-SEASON FTBL-ABC(S)						187			95	A	7.8	16	650	2 MON.		9.30P	30	CBS	CS																						
1 FRI.		8.00P	187	ABC	SE									T.J. HOOKER					40	195	192	97	97	A	10.0	22	833														
NFL PRE-SEAS FTBL-NBC-SAT(S)						202			97	A	10.3	21	858	SAT.		8.00P	60	ABC	OP				B	14.0	26	1166															
2 SAT.		9.00P	180	NBC	SE									13 THIRTEENTH AVENUE(S)							190		97	A	12.2	22	1016														
9 TO 5					36	207	205	99	98	A	16.1	28	1341	2 MON.		8.30P	30	CBS	CS																						
TUE.		9.30P	30	ABC	CS					B	18.0	28	1499	THREE'S COMPANY					38	206	205	99	98	A	15.7	28	1308														
ON THE ROAD WITH KURALT					8	199	188	99	98	A	12.0	23	1000	TUE.		9.00P	30	ABC	CS				B	19.1	30	1591															

1 TUE.	8.00P	30	CBS	DO						B	11.3	22	941	TOO CLOSE FOR COMFORT	3	202	200	95	97	A	9.1	17	758		
2 TUE.	10.00P	30												THU.	8.30P	30	ABC	CS		B	9.1	17	758		
ONE DAY AT A TIME					11	203	197	99	98	A	15.1	29	1258	TRAPPER JOHN, M.D.	38	202	198	99	98	A	18.8	34	1566		
1 SUN.	8.00P	30	CBS	CS						B	14.0	27	1166	SUN.	10.00P	60	CBS	GD		B	18.1	31	1508		
2 SUN.	8.30P	30												TUCKER'S WITCH	5	195		98	A	10.0	18	833			
OUR TIMES WITH MOYERS					8	198	189	99	98	A	11.7	22	975	1 MON.	9.00P	60	CBS	CS		B	11.6	21	966		
1 TUE.	8.30P	30	CBS	DO						B	10.7	20	891	20/20	40	203	202	99	99	A	15.4	28	1283		
2 TUE.	10.30P	30												THU.	10.00P	60	ABC	DN		B	15.1	26	1258		
POWERS OF MATTHEW STAR					36	182			94	A	9.7	21	808	•LATE FRINGE											
1 FRI.	8.00P	60	NBC	GD						B	10.7	19	891	ABC NEWS:NIGHTLINE	78	192	192	96	96	A	4.2	13	350		
POWERS OF MATTHEW STAR					1	184			89	A	6.2	13	516	1 MON.	11.42P	48	ABC	N		B	4.6	14	383		
2 SUN.	7.00P	60	NBC	GD						B	6.2	13	516	1 TU-TH	11.30P	60									
PUMPBOYS AND DINETTES-TV(S)						203			97	A	9.9	18	825	1 FRI.	11.37P	60									
2 MON.	10.00P	60	NBC	GV										2 MWTH	11.30P	60									
QUINCY, M.E.					9	187			94	A	8.8	17	733	2 TUE.	11.30P	65									
1 SAT.	9.00P	60	NBC	OP						B	8.1	17	675	2 FRI.	11.51P	39									
REAL PEOPLE					41	204	198	97	96	A	11.1	22	925	ABC NEWS:NIGHTLINE-MON(B)		191		97		A	3.2	14	267		
WED.	8.00P	60	NBC	PV						B	15.2	25	1266	1 MON.	12.30A	12	ABC	N							
REGGIE					3	208	201	99	98	A	11.4	20	950	ABC NEWS:NIGHTLINE-FRI(B)			190		94	A	2.8	10	233		
THU.	9.00P	30	ABC	CS						B	11.2	20	933	2 FRI.	12.30A	21	ABC	N							
REMINGTON STEELE					19	198			97	A	16.7	29	1391	ABC WEEKEND REPORT-SAT.	44	164	163	89	89	A	4.7	10	392		
2 TUE.	9.00P	60	NBC	GD						B	15.2	25	1266	SAT.	11.00P	15	ABC	N		B	5.3	11	441		
RIPLEY'S BELIEVE IT-NOT					37	187	184	95	95	A	8.3	18	691	ABC WEEKEND REPORT-SUN.	44	168	168	91	91	A	3.1	8	258		
SUN.	7.00P	60	ABC	U						B	11.2	19	933	1 SUN.	11.29P	15	ABC	N		B	4.3	10	358		
														2 SUN.	11.00P	15									

PROGRAM NAME				T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME				T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES					
WK #	DAY	START TIME	DUR	PROG. NET TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	PROG. NET TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)		
LATE FRINGE CONT'D													TONIGHT SHOW					219	207	206	99	98	A	6.3	20	525	
CBS NEWS NIGHTWATCH-1					200	71	70	66	62	A	1.3	14	108	1 M-WTHF 11.30P 60 NBC GV									B	6.7	21	558	
1 M-THSU 2.00A 30 CBS N									B	1.5	17	125	1 TUE. 11.41P 60														
2 M-WSU 2.00A 30													2 M-F 11.30P 60														
2 THU. 2.06A 24																											
CBS NEWS NIGHTWATCH-2					215	111	112	91	91	A	1.0	21	83	WRLD CHMP TRACK-FIELD-MON(S)					200		99		A	2.6	14	217	
M-THSU 2.30A 210 CBS N									B	1.1	24	92	1 MON. 12.30A 60 NBC SE									A	2.6	15	217		
CBS SUNDAY NEWS-OSGOOD					44	126	124	69	69	A	6.4	13	533	WRLD CHMP TRACK-FIELD-TUE(S)					203		99		A	2.6	15	217	
SUN. 11.00P 15 CBS N									B	5.9	12	491	1 TUE. 12.41A 60 NBC SE														
DAVID LETTERMAN I					170		185		98	A	3.5	16	292	WRLD CHMP TRACK-FIELD-WED(S)					204		99		A	2.9	17	242	
2 M-TH 12.30A 30 NBC GV									B	3.1	16	258	1 WED. 12.30A 60 NBC SE									A	3.2	17	267		
DAVID LETTERMAN II					170		183		98	A	2.6	15	217	WRLD CHMP TRACK-FIELD-THU(S)					203		99		A	3.2	17	267	
2 M-TH 1.00A 30 NBC GV									B	2.4	16	200	1 THU. 12.30A 60 NBC SE														
FRIDAY NIGHT VIDEOS					3		191		98	A	4.4	21	367	WRLD CHMP TRACK-FIELD-FRI(S)					202		99		A	3.6	17	300	
2 FRI. 12.30A 90 NBC PC									B	5.0	24	417	1 FRI. 12.30A 60 NBC SE														
LATE MOVIE I					216	167	165	87	86	A	5.8	20	483	WEEKDAY DAYTIME						180	180	94	94	A	8.8	27	733
1 MON. 11.30P 70 CBS FF									B	6.0	20	500	ABC DAYTIME NEWSBRIEF-M-F 218									B	8.3	27	691		
1 TUE. 11.30P 71													M-F 1.57P 2 ABC N														
1 W & F 11.30P 75													ABC WORLD NEWS-MORN-645A 150					149	149	88	88	A	1.2	14	100		
1 THU. 11.30P 80													M-F 6.45A 15 ABC N									B	1.8	16	150		
2 M & W 11.30P 72																											

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M-F	3.00P	60	CBS	DD	40	202	202	97	97	B	7.4	25	616	SAT.	12.30P	60	ABC	PC						B	4.5	15	375
LOVING										A	3.6	14	300	ASK NBC NEWS-8:28AM					44	190	189	96	95	A	3.0	26	250
M-F	11.30A	30	ABC	DD						B	3.9	15	325	SAT.	8.28A	2	NBC	CN						B	4.0	28	333
NBC NEWS AT SUNRISE					15	162	162	90	90	A	1.2	15	100	ASK NBC NEWS-8:58AM					46	199	198	98	97	A	3.9	26	325
M-F	6.30A	30	NBC	N						B	1.1	14	92	SAT.	8.58A	2	NBC	CN						B	5.1	27	425
NEWSBREAK-11.57					222	178	178	89	89	A	8.3	31	691	ASK NBC NEWS-10:28AM					45	195	208	85	99	A	5.5	24	458
M-F	11.57A	2	CBS	N						B	7.1	29	591	SAT.	10.28A	2	NBC	CN						B	7.4	28	616
NEWSBREAK-3.57					222	188	188	95	95	A	5.7	18	475	ASK NBC NEWS-10:58AM					45	180	202	82	95	A	4.9	21	408
M-F	3.57P	2	CBS	N						B	6.2	19	516	SAT.	10.58A	2	NBC	CN						B	6.5	24	541
ONE LIFE TO LIVE					219	204	204	99	99	A	8.1	27	675	ASK NBC NEWS-11:58AM					42		176		79	A	4.5	18	375
1 MTUWF	2.00P	60	ABC	DD						B	8.0	28	666	2 SAT.	11.58A	2	NBC	CN						B	5.9	21	491
1 THU.	2.00P	30												BLACKSTAR				26	158		84		A	5.0	18	417	
&	2.45P	15												1 SAT.	1.00P	30	CBS	CA						B	4.5	16	375
2 M-F	2.00P	60												BUGS BUNNY/ROAD RUNNER 1				26	202	203	99	99	A	3.3	16	275	
PRICE IS RIGHT 1					222	205	204	99	99	A	7.1	27	591	SAT.	9.30A	30	CBS	CA						B	3.9	17	325
M-F	11.00A	30	CBS	AP						B	6.8	30	566	BUGS BUNNY/ROAD RUNNER 2				26	202	203	99	99	A	5.0	22	417	
PRICE IS RIGHT 2					223	205	204	99	99	A	9.8	37	816	SAT.	10.00A	30	CBS	CA						B	5.5	22	458
M-F	11.30A	30	CBS	AP						B	8.7	36	725	BUGS BUNNY/ROAD RUNNER 3				24	192		97			A	6.4	26	533
RYAN'S HOPE					219	184	184	96	96	A	4.9	17	408	1 SAT.	11.00A	30	CBS	CA						B	5.8	22	483
M-F	12.30P	30	ABC	DD						B	5.4	20	450	BUGS BUNNY/ROAD RUNNER 4				24	192		97			A	6.9	27	575
SALE OF THE CENTURY					155	155	155	86	87	A	6.1	24	508	1 SAT.	11.30A	30	CBS	CA						B	6.3	23	525
M-F	10.30A	30	NBC	QG						B	4.6	20	383	B. BUNNY/R. RUNNER 3(B)							173		82	A	4.4	18	367
SEARCH FOR TOMORROW					220	164	164	81	81	A	3.9	13	325	2 SAT.	11.00A	30	CBS	CA									
M-F	12.30P	30	NBC	DD						B	2.8	11	233	B. BUNNY/R. RUNNER 4(B)							170		82	A	4.4	18	367
TATTLETALES					220	124	123	70	70	A	3.7	12	308	2 SAT.	11.30A	30	CBS	CA									
M-F	4.00P	30	CBS	QG						B	3.0	9	250														

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1983 REPORT

PROGRAM NAME														T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME														T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)				
WEEKEND DAYTIME CONT'D																																													
CANADIAN OPEN TENNIS-SUN(S)						186		97		A		2.1 7 175		IN THE NEWS-12.26PM						29		166		86		A		5.4 21 450		1 SAT. 12.26P 3 CBS CN						B		4.3 15 358							
CAPTAIN KANGAROO-SAT						140		140		84 85		A .9 15 75		IN THE NEWS-12.56PM						31		174		89		A		4.9 19 408		SAT. 7.00A 60 CBS CL						B		4.6 16 383							
CBS CHILDREN'S FILM FEST.						152		81		A		2.7 10 225		IN THE NEWS- 1.26PM						26		158		84		A		4.6 17 383		1 SAT. 1.30P 30 CBS CL						B		4.4 15 367							
CBS SPORTS SATURDAY						200		99		A		9.1 27 758		IN THE NEWS-10.56AM						45		199		200		99 99		A		4.8 20 400		2 SAT. 3.00P 215 CBS SA						B		5.5 21 458					
CHAMP.WOMEN'S GOLF-SAT.(S)						173		91		A		3.3 10 275		IN THE NEWS-11.26AM						43		192		97		A		6.3 25 525		2 SAT. 5.07P 53 NBC SE						B		5.7 21 475							
CHAMP.WOMEN'S GOLF-SUN.(S)						186		94		A		3.7 10 308		IN THE NEWS-11.26AM(B)										173		82		A		4.4 18 367		2 SUN. 5.00P 60 NBC SE													
DUKES						199		200		99 99		A 4.7 20 392		IN THE NEWS-11.56AM(B)										170		82		A		4.4 18 367		SAT. 10.30A 30 CBS CA						B		5.8 23 483					
FACE THE NATION						152		155		90 93		A 2.7 12 225		IN THE NEWS-12.26PM(B)										138		68		A		2.8 10 233		SUN. 11.30A 30 CBS CC						B		3.0 11 250					
FLASH GORDON								107		59		A 3.0 11 250		IN THE NEWS-12.56PM(B)										144		74		A		3.5 13 292		2 SAT. 12.30P 30 NBC CA						B		3.6 12 300					
FLINTSTONE FUNNIES						190		189		96 95		A 2.2 21 183		MEATBALL & SPAGHETTI						27		187		187		96 96		A		2.3 13 192															

SAT. 8.00A 30 NBC CA	45	180	202	82	95	B	3.2	24	267	SAT. 9.00A 30 CBS CA	41	160	186	95	96	B	2.9	14	242
GARY COLEMAN SHOW						A	4.8	20	400	MEET THE PRESS						A	2.6	10	217
SAT. 10.30A 30 NBC CA						B	6.3	24	525	SUN. 12.30P 30 NBC CC						B	3.0	11	250
GILLIGAN'S PLANET(B)						A	2.9	11	242	MORK/LAVERNE/FONZ HOUR-1	31	191	193	93	94	A	5.4	22	450
2 SAT. 12.00N 30 CBS CA						B	5.9	22	491	SAT. 11.00A 30 ABC CA						B	5.0	18	417
GILLIGAN'S PLANET	22	166			86	A	6.1	24	508	MORK/LAVERNE/FONZ HOUR-2	31	191	193	93	94	A	5.5	22	458
1 SAT. 12.00N 30 CBS CA						B	4.8	17	400	SAT. 11.30A 30 ABC CA						B	4.9	18	408
HARTFORD OPEN-SAT.(S)						A	4.4	13	367	NBC MAJOR LEAGUE BASEBALL	18	203	199	98	95	A	6.8	23	566
2 SAT. 4.08P 49 NBC SE						B	5.9	22	491	1 SAT. 1.17P 162 NBC SE						B	6.0	20	500
HARTFORD OPEN-SUN.(S)						A	3.5	10	292	2 SAT. 1.18P 181						A	5.3	20	441
2 SUN. 2.00P 109 NBC SE						B	6.1	22	508	NBC SPORTS-30 ROCK	18	192	197	94	95	B	4.4	16	367
HULK/SPIDERMAN 1	42					A	4.4	18	367	1 SAT. 1.00P 17 NBC SC						A	5.4	21	450
2 SAT. 11.00A 30 NBC CA						B	5.9	22	491	2 SAT. 1.00P 18						B	4.6	16	383
HULK/SPIDERMAN 2	42					A	4.8	19	400	NEW FAT ALBERT SHOW	31	174			89	A	3.6	13	300
2 SAT. 11.30A 30 NBC CA						B	6.1	22	508	1 SAT. 12.30P 30 CBS CA						A	5.4	21	450
IN THE NEWS- 8.26AM	46	177	176	88	83	A	1.8	16	150	NEW FAT ALBERT SHOW(B)						B	4.6	16	383
SAT. 8.26A 3 CBS CN						B	2.2	15	183	2 SAT. 12.30P 30 CBS CA						A	5.4	21	450
IN THE NEWS- 8.56AM	46	183	182	89	83	A	2.1	14	175	NFL PRE-SEASON FTBL-NBC(S)						B	4.6	16	383
SAT. 8.56A 3 CBS CN						B	2.7	14	225	1 SUN. 4.00P 201 NBC SE						A	3.6	13	300
IN THE NEWS- 9.26AM	46	187	187	96	96	A	2.5	13	208	PAC-MAN/RASCALS/RICHIE-1	45	196	198	99	99	A	9.0	23	750
SAT. 9.26A 3 CBS CN						B	3.1	14	258	SAT. 8.30A 30 ABC CA						B	4.7	27	392
IN THE NEWS- 9.56AM	39	202	203	99	99	A	4.1	19	342	PAC-MAN/RASCALS/RICHIE-2	45	198	199	99	99	A	3.1	22	258
SAT. 9.56A 3 CBS CN						B	4.2	17	350	SAT. 9.00A 30 ABC CA						B	4.7	27	392
IN THE NEWS-11.56AM	41	192			97	A	7.1	27	591	PAC-MAN/RASCALS/RICHIE-3	45	198	199	99	99	A	4.5	25	375
1 SAT. 11.56A 3 CBS CN						B	5.3	19	441	SAT. 9.30A 30 ABC CA						B	6.2	29	516

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1983 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES					
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)		
WEEKEND DAYTIME CONT'D																													
PAN AMERICAN GAMES(S)						192		97		A	3.3	9	275	WORLD CHMP.TRACK&FIELD SA(S)						199		98		A	6.5	20	541		
1 SUN. 3.30P 150 CBS SE														1 SAT. 4.00P 120 NBC SE															
PAN AMERICAN GAMES-SAT(S)							190		96	A	4.6	16	383	WORLD CHMP TRACK-FIELD SU(S)						196		99		A	5.4	18	450		
2 SAT. 1.00P 120 CBS SE														1 SUN. 1.00P 180 NBC SE															
PAN AMERICAN GAMES-SUN(S)							195		98	A	7.2	21	600																
2 SUN. 1.00P 300 CBS SE																													
PANDAMONIUM						40	183	182	89 83	A	2.1	15	175																
SAT. 8.30A 30 CBS CA										B	2.8	16	233																
POPEYE/OLIVE COMEDY SHOW						27	177	176	88 83	A	1.5	14	125																
SAT. 8.00A 30 CBS CA										B	2.0	15	167																
SCHOOLHOUSE ROCK-8.25AM						45	179	180	92 93	A	2.1	18	175																
SAT. 8.25A 4 ABC CN										B	3.3	23	275																
SCHOOLHOUSE ROCK-10.55AM						31	195	196	99 99	A	5.7	24	475																
SAT. 10.55A 4 ABC CN										B	5.6	21	466																
SCHOOLHOUSE ROCK-11.55AM						31	191	193	93 94	A	5.0	20	417																
SAT. 11.55A 4 ABC CN										B	4.8	17	400																
SCOOPY DOO/PUPPY HOUR-1						31	195	196	99 99	A	5.0	22	417																
SAT. 10.00A 30 ABC CA										B	5.5	21	458																
SCOOPY DOO/PUPPY HOUR-2						31	195	196	99 99	A	6.5	28	541																

SAT.	10.30A	30	ABC	CA						B	6.4	24	533														
SHIRT TALES					45	199	198	98	97	A	3.5	25	292														
SAT.	8.30A	30	NBC	CA						B	4.7	26	392														
SMURFS I					46	195	211	85	99	A	4.9	27	408														
SAT.	9.00A	30	NBC	CA						B	6.6	31	550														
SMURFS II					46	195	211	85	99	A	5.9	28	491														
SAT.	9.30A	30	NBC	CA						B	7.7	33	641														
SMURFS III					45	195	208	85	99	A	6.1	27	508														
SAT.	10.00A	30	NBC	CA						B	8.3	32	691														
SPORTSBEAT					22	169	166	87	87	A	2.9	9	242														
SAT.	4.30P	30	ABC	SC						B	2.6	8	217														
SPORTSWORLD					26		170		90	A	4.5	13	375														
2 SUN.	4.00P	60	NBC	SA						B	5.9	16	491														
SUNDAY MORNING					44	169	168	93	93	A	4.0	23	333														
SUN.	9.00A	90	CBS	N						B	4.6	22	383														
SUPERFRIENDS					45	179	180	92	93	A	2.0	19	167														
SAT.	8.00A	30	ABC	CA						B	3.0	23	250														
THIS WEEK-DAVID BRINKLEY					43	187	189	95	95	A	3.5	14	292														
SUN.	11.30A	60	ABC	N						B	3.6	13	300														
THUNDARR					16		128		66	A	3.6	14	300														
2 SAT.	12.00N	30	NBC	CA						B	3.5	13	292														
TRAVERS STAKES(S)						191		99		A	5.2	16	433														
1 SAT.	5.00P	60	CBS	SE																							
WORLD CHMP TRACK-FIELD SA(S)						200		98		A	3.9	16	325														
1 SAT.	11.00A	120	NBC	SE																							

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															

TV HOUSEHOLDS USING TV	WK 1	45.7	46.1	46.5	47.5	47.8	48.9	49.5	51.2	53.2	54.2	54.4	55.5	55.3	55.5	54.2	52.7
(See Def. 1)	WK 2	49.7	49.7	49.2	51.0	50.9	52.3	53.7	55.7	57.7	58.7	59.2	58.5	56.3	56.1	55.8	52.5

U.S. TV Households: 83,300,000

(1) ABC MONDAY NIGHT BSBL-PRE, ABC, (8:00-8:15PM)

(2) ABC MONDAY NIGHT BSBL-PRE, ABC, (8:00-8:13PM)

For explanation of symbols, See page A

EVE. MON. AUG. 15, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		13,160 15.8		12,660 15.2		15,410 18.5		16,330 19.6		17,330 20.8				
	ABC TV		HALF HOUR COMEDY HOUR		JOANIE LOVES CHACHI (R)		THREE'S COMPANY (R)		9 TO 5 (R)(OP)		HART TO HART (R)				
	AVERAGE AUDIENCE (Households (000) & %)		10,250 12.3		10,750 12.9		13,660 16.4		14,080 16.9		13,660 16.4		16.0*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR		25 11.8		25 12.9		30 13.4		30 15.9		30 17.0		29* 16.2		31* 16.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		14,240 17.1		13,490 16.2		20,660 24.8								
	CBS TV		ON THE ROAD WITH KURLT		OUR TIMES WITH MOYERS (OP)						CBS TUESDAY NIGHT MOVIES A MATTER OF LIFE AND DEATH(R)				
	AVERAGE AUDIENCE (Households (000) & %)		12,160 14.6		12,080 14.5		13,410 16.1		14.0*		15.6*		17.2*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR		29 14.1		28 15.1		29 14.4		26* 14.2		28* 15.3		31* 16.0		33* 17.2
W E E K 3	TOTAL AUDIENCE (Households (000) & %)		8,330 10.0		19,160 23.0										
	NBC TV														
	AVERAGE AUDIENCE (Households (000) & %)		7,580 9.1		9,250 11.1										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR		20 9.1		21 8.9		10.4* 10.6		11.4* 11.5		11.5* 11.7		11.5* 11.5		11.3* 11.2

MAJOR LEAGUE BASEBALL-TUE
TORONTO VS NEW YORK YANKEES
LOS ANGELES VS CINCINNATI
MULTI-SEGMENT TELECAST(OP)(R)

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		13,490 16.2		15,160 18.2		14,660 17.6		19,240 23.1					
	ABC TV		HOLLYWOOD-GIFT-LAUGHTER (R)		THREE'S COMPANY (R)		9 TO 5 (R)(OP)		HART TO HART (R)					
	AVERAGE AUDIENCE (Households (000) & %)		9,000 10.8		12,500 15.0		12,660 15.2		14,740 17.7		17.5*		18.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR		20 9.9		20* 10.5		26 11.0		26 11.9		31*		33*	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		17,410 20.9											
	CBS TV													
	AVERAGE AUDIENCE (Households (000) & %)		7,330 8.8		9.9* 9.9		8.8* 8.7		8.9* 9.7		7.4* 7.8		7,830 9.4	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR		16 10.4		19* 9.5		16* 8.9		15* 8.2		13* 7.1		17 9.4	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		20,490 24.6		18,580 22.3		15,160 18.2							
	NBC TV													
	AVERAGE AUDIENCE (Households (000) & %)		15,330 18.4		16.7* 16.7		20.0* 20.0		13,910 16.7		17.1* 17.1		11,830 14.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR		35 15.3		33* 18.2		36* 19.9		29 16.3		28* 16.3		26 17.0	

TV HOUSEHOLDS USING TV	WK. 1	46.7	46.8	47.3	48.5	49.1	50.4	50.7	51.9	53.9	55.5	56.3	56.9	56.1	55.4	54.7	53.4
(See Def. 1)	WK. 2	47.8	48.9	49.0	50.0	50.0	51.8	54.2	56.7	58.1	59.0	59.1	57.8	55.9	56.1	55.1	52.9

U.S. TV Households: 83,300,000

(1) MAJOR LEAGUE BASEBALL-PRE, NBC, (8:00-8:18PM)(S)

For explanation of symbols, See page A.

EVE.TUE. AUG.16, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E K 1	TOTAL AUDIENCE (Households (000) & %)					15,240 18.3				11,500 13.8				11,660 14.0			
	ABC TV					FALL GUY (R)				HAMPTONS (OP)				DYNASTY (R)			
	AVERAGE AUDIENCE (Households (000) & %)					11,330 13.6				7,410 8.9				8,250 9.9			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					27 12.0				16 9.4				18 9.2			
W E K 2	TOTAL AUDIENCE (Households (000) & %)					9,660 11.6				8,660 10.4				20,240 24.3			
	CBS TV					ARCHIE BUNKER'S PLACE (R)				GLORIA (R)(OP)				CBS WEDNESDAY NIGHT MOVIE MARK, I LOVE YOU(R)			
	AVERAGE AUDIENCE (Households (000) & %)					8,250 9.9				7,580 9.1				12,660 15.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					20 9.9				18 8.9				27 11.0			
W E K 3	TOTAL AUDIENCE (Households (000) & %)					13,830 16.6				16,080 19.3				12,660 15.2			
	NBC TV					REAL PEOPLE (R)(OP)				FACTS OF LIFE (R)				BUFFALO BILL (OP)			
	AVERAGE AUDIENCE (Households (000) & %)					9,250 11.1				13,580 16.3				11,080 13.3			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					22 9.8				30 15.8				24 13.6			

W E K 4	TOTAL AUDIENCE (Households (000) & %)					16,490 19.8				12,410 14.9				11,580 13.9			
	ABC TV					FALL GUY (R)				HAMPTONS (OP)				DYNASTY (R)			
	AVERAGE AUDIENCE (Households (000) & %)					11,580 13.9				8,330 10.0				8,410 10.1			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					27 12.7				18 9.9				18 10.1			
W E K 5	TOTAL AUDIENCE (Households (000) & %)					9,580 11.5				21,990 26.4							
	CBS TV					ARCHIE BUNKER'S PLACE (R)				CBS WEDNESDAY NIGHT MOVIE THE EXORCIST(R) (OP)							
	AVERAGE AUDIENCE (Households (000) & %)					7,830 9.4				11,410 13.7							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					19 9.3				25 9.7							
W E K 6	TOTAL AUDIENCE (Households (000) & %)					13,740 16.5				15,910 19.1				13,830 16.6			
	NBC TV					REAL PEOPLE (R)(OP)				FACTS OF LIFE (R)				BUFFALO BILL			
	AVERAGE AUDIENCE (Households (000) & %)					9,250 11.1				13,660 16.4				11,830 14.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					21 10.4				29 15.4				25 14.4			

TV HOUSEHOLDS USING TV	WK. 1	47.0	48.7	48.6	49.4	48.5	49.9	50.9	52.2	53.9	54.8	55.3	56.4	56.2	56.3	55.9	55.3
(See Def. 1)	WK. 2	48.9	50.0	50.1	50.1	50.2	51.0	52.0	54.3	55.4	57.6	56.8	57.5	56.6	56.0	55.4	54.4

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.WED. AUG. 17, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. AUG.11, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						10,660 12.8	8,500 10.2		9,250 11.1		7,830 9.4		16,580 19.9				
	ABC TV						EYE ON HOLLYWOOD	TOO CLOSE FOR COMFORT (R)		REGGIE		IT TAKES TWO (R)(OP)		20/20				
	AVERAGE AUDIENCE (Households (000) & %)						8,910 10.7	7,250 8.7		7,910 9.5		7,000 8.4		12,330 14.8		14.6*	14.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						21 11.0	16 8.5		17 9.2		15 7.9		27 14.7		26* 14.4	28* 15.5	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						17,660 21.2			18,410 22.1				11,750 14.1				
	CBS TV						MAGNUM, P.I. (R)(OP)		SIMON & SIMON (R)		KNOTS LANDING (R)							
	AVERAGE AUDIENCE (Households (000) & %)						13,240 15.9	15.0*	16.8* 16.9		14,080 16.9	16.2*	17.7* 17.6		8,500 10.2	10.1*	10.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						30 14.7	29* 15.3	31* 16.7		30 16.3	29* 16.2	31* 17.7		19 9.9	18* 10.2	20* 10.6	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						12,000 14.4	17,080 20.5		15,830 19.0		18,910 22.7						
	NBC TV						GIMME A BREAK (R)	MAMA'S FAMILY (R)(OP)		CHEERS (R)		HILL STREET BLUES (R)						
	AVERAGE AUDIENCE (Households (000) & %)						10,330 12.4	11,910 14.3		13,740 16.5		14,080 16.9		16.9*		16.8*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						24 11.6	26 13.3		28* 15.9		29 16.3		31 17.2		30* 17.2		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						9,830 11.8	9,910 11.9		13,410 16.1		13,080 15.7		18,330 22.0				
	A3C TV						EYE ON HOLLYWOOD	TOO CLOSE FOR COMFORT (R)		REGGIE		IT TAKES TWO (R)(OP)		20/20				
	AVERAGE AUDIENCE (Households (000) & %)						7,830 9.4	7,910 9.5		11,080 13.3		11,160 13.4		13,240 15.9		16.4*	15.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						19 9.2	18 9.5		24 13.0		23 13.6		28 16.2		29* 16.7	28* 16.1	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						16,910 20.3			22,570 27.1								
	CBS TV						MAGNUM, P.I. (R)(OP)				CBS NFL PRE-SEASON NEW YORK JETS VS CINCINNATI (9:00-12:20AM) (-OP)							
	AVERAGE AUDIENCE (Households (000) & %)						11,410 13.7	12.3*	15.1* 15.2		9,000 10.8	12.1*	12.3* 12.2		11.5* 11.2		10.8* 10.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						27 11.8	25* 12.8	29* 15.1		21 12.0	22* 12.2	22* 12.4		20* 11.7		19* 10.8	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						12,250 14.7	10,750 12.9		12,830 15.4		12,910 15.5		17,580 21.1				
	NBC TV						GIMME A BREAK (R)	MAMA'S FAMILY (R)(OP)		NATIONAL SNOOP		CHEERS (R)(OP)		HILL STREET BLUES (R)				
	AVERAGE AUDIENCE (Households (000) & %)						9,910 11.9	9,410 11.3		9,750 11.7		10,910 13.1		13,160 15.8		15.0*	16.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						24 11.3	21 12.6		21 11.4		23 11.9		28 14.3		26* 15.6	30* 16.5	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	49.6	50.1	48.9	50.8	51.6	52.7	52.9	55.0	55.3	56.3	56.4	57.6	56.0	55.4	53.6	52.1
		WK. 2	48.6	49.4	48.3	48.8	47.7	49.5	51.6	54.0	55.4	56.5	56.6	57.6	57.7	57.1	55.2	53.7

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.THU. AUG.18, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						17,580 21.1											
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						6,500 7.8											
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						16 7.3	7.2* 17 *		6.9* 16 *		7.4* 15 *		6.9* 13 *		8.7* 17 *		9.7* 19 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						14,330 17.2				11,660 14.0				13,080 15.7			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)						9,660 11.6	10.9*		12.3*	8,160 9.8	9.2*		10.5*	9,580 11.5	11.3*		11.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						25 10.7	25 *		26 *	19 9.4	18 *		20 *	23 11.2	22 *		23 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						11,660 14.0				16,660 20.0				14,910 17.9			
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						8,080 9.7	9.4*		10.0*	12,740 15.3	14.4*		16.1*	10,660 12.8	12.8*		12.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						21 9.2	21 *		21 *	30 13.3	29 *		31 *	25 12.9	25 *		25 *

W E E K 2	TOTAL AUDIENCE (Households (000) & %)						18,490 22.2											
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						7,500 9.0	7.9*		8.7*		9.6*		9.1*		9.7*		9.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						18 7.7	18 *		18 *		19 *		17 *		19 *		18 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						16,160 19.4				13,910 16.7				14,160 17.0			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)						10,910 13.1	12.0*		14.2*	10,160 12.2	11.9*		12.5*	10,410 12.5	12.5*		12.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						27 11.3	26 *		29 *	23 12.1	23 *		24 *	25 12.4	25 *		25 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						11,500 13.8				16,330 19.6				12,830 15.4			
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						7,750 9.3	9.0*		9.6*	12,080 14.5	13.8*		15.3*	9,660 11.6	11.3*		11.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						19 8.8	20 *		19 *	28 13.2	27 *		29 *	23 11.3	22 *		24 *
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	43.6	43.2	43.3	44.2	44.0	44.6	46.4	48.1	49.2	50.5	52.0	52.6	52.0	51.7	50.0	49.8
		WK. 2	45.4	45.5	43.7	44.9	45.0	46.9	48.8	50.0	50.8	51.6	53.0	52.7	50.6	50.2	50.0	49.5

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE. FRI. AUG. 19, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					12,500 15.0				14,910 17.9				15,910 19.1			
	ABC TV					T.J. HOOKER (R)(OP)				LOVE BOAT (R)(OP)				FANTASY ISLAND (R)			
	AVERAGE AUDIENCE (Households (000) & %)					8,660 10.4	9.2*		11.6*	11,910 14.3	13.5*		15.1*	12,160 14.6	14.0*		15.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					23 8.8	21*		25*	28 12.9	27*		29*	29 13.6	27*		31*
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					7,250 8.7		5,580 6.7		13,910 16.7							
	CBS TV					FAERIES (R)(OP)		KUDZU (R)(OP)		CBS SAT. NIGHT MOVIE THE PASSAGE							
	AVERAGE AUDIENCE (Households (000) & %)					5,830 7.0		4,410 5.3		8,080 9.7	9.0*		9.3*		10.1*		10.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					16 7.3		11 5.3	5.4	19 8.8	18*		18*		20*		21*
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					11,080 13.3		11,160 13.4		10,160 12.2				8,330 10.0			
	NBC TV					DIFF'RENT STROKES-SAT. (R)		SILVER SPOONS (R)(OP)		QUINCY, M.E. (R)				MONITOR (R)			
	AVERAGE AUDIENCE (Households (000) & %)					8,830 10.6		9,580 11.5		7,330 8.8	8.5*		9.1*	5,410 6.5	6.5*		6.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					24 9.6	11.6	25 11.3	11.7	17 8.6	17*		18*	13 6.6	13*	6.3	13*

W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,410 13.7				15,740 18.9				13,990 16.8			
	ABC TV					T.J. HOOKER (R)(OP)				LOVE BOAT (R)(OP)				ABC NEWS CLOSEUP THE COCAINE CARTEL			
	AVERAGE AUDIENCE (Households (000) & %)					7,910 9.5	8.7*		10.4*	11,830 14.2	13.4*		15.1*	9,660 11.6	11.6*		11.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					21 8.2	20*		23*	29 12.5	28*		30*	23 11.6	23*	11.6	23*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					19,740 23.7											
	CBS TV					CBS SAT. NIGHT MOVIE A RUMOR OF WAR(R) (OP)											
	AVERAGE AUDIENCE (Households (000) & %)					8,080 9.7	7.9*		8.2*		9.3*		10.3*		11.1*		11.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					20 8.1	18*		18*		20*		20*		22*		23*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					8,830 10.6		8,830 10.6		19,490 23.4							
	NBC TV					DIFF'RENT STROKES-SAT.(B) (R)		FACTS OF LIFE SPECIAL (R)(OP)		NFL PRE-SEAS FTBL-NBC-SAT PITTSBURGH VS DALLAS (9:00-12:00MD)							
	AVERAGE AUDIENCE (Households (000) & %)					7,160 8.6		7,160 8.6		8,580 10.3	8.6*		9.4*		11.0*		11.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					20 8.0	9.1	19 8.7	8.6	21 8.5	19*		19*		22*		22*
TV HOUSEHOLDS USING TV WK. 1		40.5	41.3	41.5	42.3	43.1	44.9	45.9	47.3	49.3	50.6	51.0	51.7	51.3	51.1	50.0	48.5
(See Def. 1) WK. 2		41.0	41.0	40.6	41.8	42.4	43.4	45.1	46.0	46.8	48.4	50.1	51.1	51.3	51.5	50.7	49.2

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 4,580
(Households (000) & %) { 5.5

ABC TV

ABC
WEEKEND
REPORT-
SAT.

AVERAGE AUDIENCE { 4,330
(Households (000) & %) { 5.2
SHARE OF AUDIENCE % 12
AVG. AUD. BY ¼ HR. % 5.2

W

E

E

K

1

TOTAL AUDIENCE {
(Households (000) & %) {

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE { 10,250
(Households (000) & %) { 12.3

NBC TV

SATURDAY NIGHT
(11:30-12:53AM)(R)
(SUSTAINING 12:53-1:00AM)

AVERAGE AUDIENCE { 5,580
(Households (000) & %) { 6.7
SHARE OF AUDIENCE % 21
AVG. AUD. BY ¼ HR. % 6.9

7.2*		6.7*		5.9*
20 *		21 *		22 *
7.6	7.2	6.3	6.1	5.6

TOTAL AUDIENCE { 3,670
(Households (000) & %) { 4.4

ABC TV

ABC
WEEKEND
REPORT-
SAT.

AVERAGE AUDIENCE { 3,500
(Households (000) & %) { 4.2
SHARE OF AUDIENCE % 9
AVG. AUD. BY ¼ HR. % 4.2

W

E

E

K

2

TOTAL AUDIENCE {
(Households (000) & %) {

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {
(Households (000) & %) {

NBC TV

NFL PRE-SEAS FTBL-NBC-SAT
PITTSBURGH VS DALLAS
(9:00-12:00MD)

7,500
9.0

SATURDAY NIGHT
(12:28-1:51AM)(R)
(SUSTAINING 1:51-2:00AM)

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

11.5*		10.1*		3,830		5.1*		4.5*		3.9*
23 *		24 *		4.6		18 *		20 *		22 *
12.1	11.0	11.2	9.0	5.2	5.0	5.2	4.6	4.4	4.1	3.4

TV HOUSEHOLDS USING TV WK. 1	44.7	41.7	37.1	34.6	32.3	30.3	27.2	24.7	21.5	19.4	16.8	14.3	11.9	10.8	9.5	8.9
(See Def. 1) WK. 2	47.6	45.6	39.2	36.1	33.2	31.9	28.2	25.5	22.3	20.0	16.7	14.6	12.4	10.1	8.7	7.8

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. AUG.14, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)	11,160 13.4																		14,990 18.0		18,740 22.5																
	ABC TV	RIPLEY'S BELIEVE IT-NOT (R)																		MATT HOUSTON (R)(OP)		ABC SUNDAY NIGHT MOVIE MIDNIGHT EXPRESS(R) (9:00-11:29PM) (OP)																
	AVERAGE AUDIENCE (Households (000) & %)	7,080 8.5																		10,660 12.8		9,830 11.8																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	19 7.5																		25 10.7		21 11.4																
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	18,330 22.0																		15,160 18.2		20,990 25.2		18,330 22.0		20,240 24.3												
	CBS TV	60 MINUTES (R)																		ONE DAY AT A TIME (R)(OP)		JEFFERSONS (R)		NEWHART (R)		TRAPPER JOHN, M.D. (R)												
	AVERAGE AUDIENCE (Households (000) & %)	12,740 15.3																		11,910 14.3		14,990 18.0		16,330 19.6		15,910 19.1												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	34 13.5																		29 13.4		32 15.4		33 19.2		34 18.6												
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	11,160 13.4																		24,410 29.3																		
	NBC TV	NBC REPORTS: BATAAN (7:21-8:21PM) (R)(OP)(-OP)																		NBC SUNDAY NIGHT MOVIE A BRIDGE TOO FAR(R) (8:21-11:21PM) (OP)																		
	AVERAGE AUDIENCE (Households (000) & %)	6,330 7.6																		12,330 14.8																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	16 10.4																		27 11.4		22 12.0		24 14.0		27 16.3		29 17.0		30 16.6		30 16.2						
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	10,000 12.0																		13,830 16.6		21,660 26.0																
	ABC TV	RIPLEY'S BELIEVE IT-NOT (R)																		MATT HOUSTON (R)(OP)		ABC SUNDAY NIGHT MOVIE THE BIG RED ONE(R) (OP)																
	AVERAGE AUDIENCE (Households (000) & %)	6,750 8.1																		9,910 11.9		13,080 15.7																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	17 7.3																		23 10.3		28 13.4		26 14.6		27 15.4		29 16.2		29 16.2		29 16.4		29 16.3		29 15.4		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	18,660 22.4																		15,160 18.2		14,990 18.0		18,490 22.2		16,910 20.3		18,740 22.5										
	CBS TV	60 MINUTES (R)																		ALICE (R)		ONE DAY AT A TIME (R)(OP)		JEFFERSONS (R)		NEWHART (R)		TRAPPER JOHN, M.D. (R)										
	AVERAGE AUDIENCE (Households (000) & %)	13,990 16.8																		12,740 15.3		13,160 15.8		16,160 19.4		15,080 18.1		15,330 18.4										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	36 15.5																		30 15.1		29 15.1		34 18.6		31 17.8		33 18.3		33 18.6		33 18.3		33 18.4				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	8,160 9.8																		19,990 24.0																		
	NBC TV	POWERS OF MATTHEW STAR (R)																		NBC SUNDAY NIGHT MOVIE THE TOWERING INFERNO(R) (OP)																		
	AVERAGE AUDIENCE (Households (000) & %)	5,160 6.2																		10,080 12.1																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	13 5.3																		22 9.7		20 10.0		20 10.6		23 11.4		23 12.2		23 12.9		23 13.4		23 13.2		25 13.8		25 14.0
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	44.5	45.3	45.7	46.9	48.4	50.8	53.3	55.3	57.2	58.5	58.1	59.2	57.7	57.2	55.2	53.7																				
		WK. 2	45.4	46.3	47.8	48.4	50.0	51.1	52.7	55.0	57.1	58.0	57.1	58.1	57.2	56.4	55.5	54.5																				

U.S. TV Households: 83,300,000

(1)NFL PRE-SEASON FTBL-NBC, NEW ENGLAND VS SAN FRANCISCO, NBC, (4:00-7:21PM)(S)

For explanation of symbols, See page A.

EVE.SUN. AUG.21, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. AUG.14, 1983

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	2,000 2.4													
	ABC TV		ABC SUNDAY NIGHT MOVIE (9:00-11:29PM) (+OP)		ABC WEEKEND REPORT-SUN. (11:29-11:44PM) (OP)											
	AVERAGE AUDIENCE (Households (000) & %)	{	2,000 2.4													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	7 13.2	2.9	2.3											
	TOTAL AUDIENCE (Households (000) & %)	{	5,330 6.4													
	CBS TV		CBS SUNDAY NEWS- OSGOOD													
	AVERAGE AUDIENCE (Households (000) & %)	{	5,250 6.3													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	13 6.3													
	TOTAL AUDIENCE (Households (000) & %)	{			1,670 2.0											
	NBC TV		NBC SUNDAY NIGHT MOVIE A BRIDGE TOO FAR(R) (8:21-11:21PM)		NBC LATE NIGHT MOVIE GOIN' SOUTH(R) (11:51-12:30AM) (SUSTAINING 12:30-1:51AM)											
	AVERAGE AUDIENCE (Households (000) & %)	{		15.5*	1,170 1.4		1.4*									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	16.5	31* 13.0	6 1.4		6* 1.5	1.3								

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{	3,000 3.6																
	ABC TV			ABC WEEKEND REPORT-SUN.																
	AVERAGE AUDIENCE (Households (000) & %)		{	3,170 3.8																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	8 3.8																
	TOTAL AUDIENCE (Households (000) & %)		{	5,750 6.9																
	CBS TV			CBS SUNDAY NEWS- OSGOOD																
	AVERAGE AUDIENCE (Households (000) & %)		{	5,330 6.4																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	14 6.4																
	TOTAL AUDIENCE (Households (000) & %)		{		2,170 2.6															
	NBC TV				← NBC LATE NIGHT MOVIE → HUNT TO KILL(R) (SUSTAINING 12:27-1:30AM)															
	AVERAGE AUDIENCE (Households (000) & %)		{		1,250 1.5	1.4*		1.6*												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%		5 1.4	5* 1.3		7* 1.5	1.7											
TV HOUSEHOLDS USING TV (See Def. 1)				WK. 1	49.9	43.2	34.5	28.5	24.7	22.5	20.8	18.8	16.2	14.5	13.1	11.1	9.0	7.4	6.5	6.0
				WK. 2	47.0	41.9	33.3	28.3	25.0	22.9	20.9	19.3	17.1	15.5	12.9	11.0	9.3	7.9	6.5	5.4

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.SUN. AUG.21, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			3,420 4.1					4,830 5.8								
	ABC TV			← GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) →				← GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) →									
	AVERAGE AUDIENCE (Households (000) & %)			2,580 3.1					3,830 4.6								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			22 3.1			3.2		24 4.6			4.7					
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			3,500 4.2					3,580 4.3			4,750 5.7			4,330 5.2		
	CBS TV			CBS MORNING NEWS 1				CBS MORNING NEWS 2				\$25,000 PYRAMID		CHILD'S PLAY			
	AVERAGE AUDIENCE (Households (000) & %)			2,830 3.4					2,830 3.4			3,920 4.7			3,500 4.2		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			24 3.4			3.5		17 3.4			20 4.6	4.8		17 4.1	4.4	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			2,500 3.0					3,420 4.1			5,910 7.1			5,910 7.1		
	NBC TV			← TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) →				← TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) →				DIFF'RENT STROKES M-F		SALE OF THE CENTURY			
	AVERAGE AUDIENCE (Households (000) & %)			1,920 2.3					2,670 3.2			5,000 6.0			5,000 6.0		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			16 2.3			2.4		16 3.1			26 5.6	6.4		24 5.9	6.1	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			4,170 5.0					5,330 6.4								
	ABC TV			← GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) →				← GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) →									
	AVERAGE AUDIENCE (Households (000) & %)			3,250 3.9					4,410 5.3								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			25 3.8			4.0		25 5.3			5.3					
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			3,580 4.3					3,500 4.2			5,160 6.2			4,660 5.6		
	CBS TV			CBS MORNING NEWS 1				CBS MORNING NEWS 2				\$25,000 PYRAMID		CHILD'S PLAY			
	AVERAGE AUDIENCE (Households (000) & %)			3,000 3.6					2,920 3.5			4,330 5.2			3,920 4.7		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			23 3.6			3.5		16 3.6			20 5.0	5.4		18 4.6	4.8	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			3,250 3.9					4,170 5.0			6,250 7.5			6,080 7.3		
	NBC TV			← TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) →				← TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) →				DIFF'RENT STROKES M-F		SALE OF THE CENTURY			
	AVERAGE AUDIENCE (Households (000) & %)			2,580 3.1					3,420 4.1			5,330 6.4			5,160 6.2		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			20 3.0			3.2		19 4.0			25 6.0	6.7		24 6.1	6.1	
TV HOUSEHOLDS USING TV WK. 1		8.6	9.9	11.0	11.8	13.5	15.7	17.2	18.3	19.7	21.0	21.7	22.6	23.1	23.8	23.8	24.6
(See Def. 1) WK. 2		9.4	10.8	12.4	13.7	15.5	17.8	19.1	20.0	21.2	23.1	23.6	24.3	24.9	26.0	25.7	26.2

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{		4,910 5.9		3,420 4.1		4,580 5.5		4,750 5.7		10,250 12.3		8,660 10.4	
	ABC TV		{		TOO CLOSE-COMFORT DAYTIME		LOVING		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (OP)		ONE LIFE TO LIVE >(SUS-OP)	
	AVERAGE AUDIENCE (Households (000) & %)		{		4,170 5.0		2,830 3.4		3,670 4.4		3,920 4.7		7,660 9.2		6,580 7.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		{		20 4.9	5.1	13 3.4	3.4	15 4.2	4.7	16 4.6	4.9	27* 9.0	9.8	27* 8.1	7.9* 7.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		6,830 8.2		9,660 11.6		10,580 12.7				8,000 9.6		5,330 6.4	
	CBS TV		{		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		CAPITOL >(SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)		{		5,910 7.1		8,250 9.9		7,830 9.4	9.4*			6,250 7.5		4,830 5.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		{		28 6.6	7.5	38 9.5	10.4	33 9.3	34* 9.4			24* 7.6	7.5	25* 7.4	5.8 5.8
W E E K 3	TOTAL AUDIENCE (Households (000) & %)		{		7,080 8.5		5,500 6.6		5,160 6.2		4,170 5.0		7,250 8.7		6,160 7.4	
	NBC TV		{		WHEEL OF FORTUNE		DREAM HOUSE		FACTS OF LIFE M-F		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD >(SUS-OP)	
	AVERAGE AUDIENCE (Households (000) & %)		{		6,080 7.3		4,580 5.5		4,410 5.3		3,330 4.0		5,410 6.5		4,580 5.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		{		29 7.2	7.3	21 5.4	5.6	19 5.0	5.5	14 4.2	3.8	20* 6.1	6.8	19* 5.8	5.6* 5.4

W E E K 4	TOTAL AUDIENCE (Households (000) & %)		{		5,080 6.1		3,830 4.6		4,830 5.8		5,160 6.2		11,000 13.2		9,000 10.8	
	ABC TV		{		TOO CLOSE-COMFORT DAYTIME		LOVING		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (OP)		ONE LIFE TO LIVE	
	AVERAGE AUDIENCE (Households (000) & %)		{		4,170 5.0		3,250 3.9		4,000 4.8		4,250 5.1		8,410 10.1		6,830 8.2	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		{		19 4.9	5.1	15 3.9	3.9	17 4.5	5.0	18 4.8	5.4	29* 9.0	10.0	27* 8.4	8.1* 7.9
W E E K 5	TOTAL AUDIENCE (Households (000) & %)		{		7,080 8.5		9,330 11.2		9,580 11.5				7,660 9.2		5,580 6.7	
	CBS TV		{		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		CAPITOL			
	AVERAGE AUDIENCE (Households (000) & %)		{		6,000 7.2		8,000 9.6		7,160 8.6	8.6*			6,080 7.3		4,910 5.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		{		27 6.8	7.7	36 9.3	9.8	30 8.5	31* 8.6			23* 7.1	7.3	24* 7.2	5.8 6.0
W E E K 6	TOTAL AUDIENCE (Households (000) & %)		{		7,330 8.8		5,160 5.2		5,580 6.7		3,750 4.5		7,000 8.4		6,000 7.2	
	NBC TV		{		WHEEL OF FORTUNE		DREAM HOUSE		FACTS OF LIFE M-F		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD	
	AVERAGE AUDIENCE (Households (000) & %)		{		6,250 7.5		4,500 5.4		4,750 5.7		3,170 3.8		5,500 6.6		4,580 5.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		{		28 7.5	7.5	20 5.3	5.5	20 5.5	5.8	13 3.9	3.7	19* 6.1	6.9	18* 5.7	5.4* 5.2

TV HOUSEHOLDS USING TV (See Def. 1)	WK 1 WK 2	25.1	26.0	26.0	27.2	28.8	29.9	29.3	30.1	30.5	30.6	30.8	30.8	29.6	29.9	28.8	29.2
		26.2	26.9	26.6	27.5	28.8	29.8	28.9	29.8	31.7	32.6	32.1	32.2	30.5	30.2	29.5	29.8

U.S. TV Households: 83,300,000

For explanation of symbols See page A

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	10,500 12.6				3,830 4.6										8,000 9.6	
	ABC TV		GENERAL HOSPITAL				EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{	8,500 10.2				3,330 4.0										6,830 8.2	
	SHARE OF AUDIENCE %		33	9.9*		10.4*	33	13									18	
	AVG. AUD. BY ¼ HR.	%	9.6	10.2	10.5	10.5	4.0	3.9									8.1	8.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,410 8.9				3,580 4.3										11,330 13.6	
	CBS TV		GUIDING LIGHT (OP)				TATTLETALES										CBS EVENING NEWS- RATHER	
	AVERAGE AUDIENCE (Households (000) & %)	{	5,830 7.0				3,000 3.6										9,910 11.9	
	SHARE OF AUDIENCE %		23	6.8*		7.1*	22	12									26	
	AVG. AUD. BY ¼ HR.	%	6.6	7.0	7.2	7.0	3.5	3.7									11.7	12.1
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	4,500 5.4														8,500 10.2	
	NBC TV		FANTASY														NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	{	3,250 3.9				4.0*										7,330 8.8	
	SHARE OF AUDIENCE %		13	3.7*		4.0*	13										19	
	AVG. AUD. BY ¼ HR.	%	3.5	3.8	4.1	4.0											8.7	8.9

W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	10,660 12.8				3,920 4.7										9,330 11.2	
	ABC TV		GENERAL HOSPITAL				EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{	8,500 10.2				3,330 4.0										7,830 9.4	
	SHARE OF AUDIENCE %		32	9.9*		10.5*	32	13									20	
	AVG. AUD. BY ¼ HR.	%	9.7	10.1	10.6	10.4	4.1	4.0									9.4	9.4
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	7,500 9.0				3,750 4.5										11,080 13.3	
	CBS TV		GUIDING LIGHT (OP)				TATTLETALES (S)(OP)										CBS EVENING NEWS- RATHER	
	AVERAGE AUDIENCE (Households (000) & %)	{	6,160 7.4				3,170 3.8										9,580 11.5	
	SHARE OF AUDIENCE %		23	7.3*		7.5*	23	12									24	
	AVG. AUD. BY ¼ HR.	%	7.1	7.5	7.6	7.5	3.7	3.9									11.5	11.5
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	4,750 5.7														9,000 10.8	
	NBC TV		FANTASY														NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	{	3,330 4.0				4.3*										7,580 9.1	
	SHARE OF AUDIENCE %		13	3.8*		4.3*	13										19	
	AVG. AUD. BY ¼ HR.	%	3.7	3.9	4.3	4.3											9.0	9.2

TV HOUSEHOLDS USING TV WK. 1	29.6	31.2	32.1	32.6	31.3	32.4	32.8	34.1	35.8	37.7	39.3	41.0	43.0	45.1	45.3	45.8
(See Def. 1) WK. 2	30.4	31.9	32.6	33.0	31.6	32.6	32.9	34.4	35.8	37.9	39.3	41.4	43.7	45.9	47.0	47.7

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. AUG. 13, 1983

NATIONAL TV AUDIENCE																	
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						2,330 2.8	3,330 4.0		4,910 5.9		6,000 7.2		5,910 7.1		6,910 8.3	
	ABC TV						SUPERFRIENDS (OP)	PAC-MAN/RASCALS/ RICHIE-1		PAC-MAN/RASCALS/ RICHIE-2		PAC-MAN/RASCALS/ RICHIE-3		SCOOBY DOO/PUPPY HOUR-1		SCOOBY DOO/PUPPY HOUR-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)						1,750 2.1	2,500 3.0		4,000 4.8		4,750 5.7		4,750 5.7		5,830 7.0	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						19 1.8	23 2.6		27 4.6		28 5.0		25 5.7		28 7.1	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	1,080 1.3	CAPTAIN KANGAROO-SAT					1,580 1.9	2,080 2.5		2,330 2.8		3,580 4.3		5,250 6.3		5,160 6.2
	CBS TV						POPEYE/OLIVE COMEDY SHOW (OP)	PANDAMONIUM (OP)		MEATBALL & SPAGHETTI (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2		DUKES (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	500 .6	<<				1,170 1.4	1,580 1.9		1,580 1.9		2,420 2.9		4,250 5.1		4,080 4.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	10 <<	<<	.6			13 1.1	14 1.4		11 1.6		14 2.2		22 5.1		20 4.8	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)						2,500 3.0	3,170 3.8		4,660 5.6		5,660 6.8		5,250 6.3		4,660 5.6	
	NBC TV						FLINTSTONE FUNNIES (OP)	SHIRT TALES (OP)		SMURFS I		SMURFS II		SMURFS III (OP)		GARY COLEMAN SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)						1,750 2.1	2,500 3.0		3,670 4.4		4,580 5.5		4,410 5.3		3,830 4.6	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						19 1.7	23 2.6		25 4.0		27 4.7		23 5.4		19 4.5	

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{						1,830 2.2	3,250 3.9	4,250 5.1	4,660 5.6	4,910 5.9	5,830 7.0			
	ABC TV		{						SUPERFRIENDS (OP)	PAC-MAN/RASCALS/ RICHIE-1	PAC-MAN/RASCALS/ RICHIE-2	PAC-MAN/RASCALS/ RICHIE-3	SCOOBY DOO/PUPPY HOUR-1	SCOOBY DOO/PUPPY HOUR-2 (OP)			
	AVERAGE AUDIENCE (Households (000) & %)		{						1,500 1.8	2,580 3.1	3,420 4.1	4,080 4.9	3,580 4.3	4,910 5.9			
	SHARE OF AUDIENCE %		{						17	21	23	23	19	26			
AVG. AUD. BY ¼ HR.		{						1.7	2.0	2.9	3.2	4.8	4.9	4.3	4.4	5.9	5.8
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TV HOUSEHOLDS USING TV	WK 1	5.5	6.2	7.1	9.0	11.1	13.3	13.9	15.2	17.4	19.6	21.0	22.2	22.7	24.0	24.5	24.7
(See Def. 1)	WK. 2	5.7	6.6	8.0	9.6	10.6	12.5	15.0	16.6	18.0	20.0	20.6	21.5	22.1	23.0	22.9	23.5

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY SAT. AUG. 20, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. AUG. 13, 1983

		11:00		11:15		11:30		11:45		12:00		12:15		12:30		12:45		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,160 7.4		{ 6,250 7.5		{ 4,910 5.9		{ 6,000 7.2										
	ABC TV	MORK/LAVERNE/ FONZ HOUR-1		MORK/LAVERNE/ FONZ HOUR-2 (OP)		ABC WEEKEND SPECIALS THE GHOST OF THOMAS KEMPE, PART 1		AMERICAN BANDSTAND '83										
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,160 6.2		{ 5,410 6.5		{ 4,170 5.0		{ 3,420 4.1		{ 4.0*		{ 4.1*						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 25 6.2		{ 25 6.3		{ 20 6.4		{ 16 4.0		{ 16*		{ 15*						
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,580 7.9		{ 6,660 8.0		{ 6,160 7.4		{ 5,330 6.4		{ 4,910 5.9		{ 2,830 3.4						
	CBS TV	BUGS BUNNY/ROAD RUNNER 3 (OP)		BUGS BUNNY/ROAD RUNNER 4 (OP)		GILLIGAN'S PLANET (OP)		NEW FAT ALBERT SHOW (OP)		BLACKSTAR (OP)		CBS CHILDREN'S FILM FEST. THE VIOLIN						
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,330 6.4		{ 5,750 6.9		{ 5,080 6.1		{ 4,500 5.4		{ 4,170 5.0		{ 2,250 2.7						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 26 6.1		{ 27 6.6		{ 24 6.2		{ 21 5.4		{ 18 5.1		{ 10 4.9		{ 3.0		{ 2.5		
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 7,500 9.0								{ 4,250 5.1		{ 13,660 16.4						
	NBC TV			WORLD CHMP TRACK-FIELD SA						(1) (-OP)		NBC MAJOR LEAGUE BASEBALL PITTSBURGH VS MONTREAL SAN FRANCISCO VS HOUSTON MULTI-SEGMENT TELECAST(OP)						
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,250 3.9		{ 3.7*		{ 3.5*		{ 4.0*		{ 4.3*		{ 5,910 7.1		{ 6.1*		{ 7.5*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 16 3.9		{ 15*		{ 14*		{ 16*		{ 17*		{ 25 5.1		{ 22*		{ 26*		
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{ 4,750 5.7		{ 4,660 5.6		{ 5,160 6.2		{ 5,830 7.0										
	ABC TV	MORK/LAVERNE/ FONZ HOUR-1		MORK/LAVERNE/ FONZ HOUR-2 (OP)		ABC WEEKEND SPECIALS THE GHOST OF THOMAS KEMPE, PART 2		AMERICAN BANDSTAND '83										
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,750 4.5		{ 3,750 4.5		{ 4,330 5.2		{ 3,330 4.0		{ 3.4*		{ 4.5*						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 19 4.5		{ 18 4.5		{ 20 5.1		{ 15 3.6		{ 12*		{ 16*						
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{ 4,910 5.9		{ 4,410 5.3		{ 3,000 3.6		{ 3,750 4.5		{ 9,660 11.6								
	CBS TV	B. BUNNY/R. RUNNER 3(B) (OP)		B. BUNNY/R. RUNNER 4(B) (OP)		GILLIGAN'S PLANET(B) (OP)		NEW FAT ALBERT SHOW(B) (OP)		PAN AMERICAN GAMES-SAT								
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,670 4.4		{ 3,670 4.4		{ 2,420 2.9		{ 3,000 3.6		{ 3,830 4.6		{ 4.5*		{ 4.5*		{ 4.4*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 18 4.3		{ 18 4.6		{ 11 4.2		{ 13 2.8		{ 16 3.4		{ 17*		{ 16*		{ 15*		
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{ 4,330 5.2		{ 4,500 5.4		{ 3,670 4.4		{ 3,000 3.6		{ 5,330 6.4		{ 13,410 16.1						
	NBC TV	HULK/SPIDERMAN 1		HULK/SPIDERMAN 2 (OP)		THUNDARR		FLASH GORDON		(2) (-OP)		NBC MAJOR LEAGUE BASEBALL KANSAS CITY VS BALTIMORE ATLANTA VS CHICAGO CUBS MULTI-SEGMENT TELECAST(OP)						
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,670 4.4		{ 4,000 4.8		{ 3,000 3.6		{ 2,500 3.0		{ 4,750 5.7		{ 5,500 6.6		{ 5.4*		{ 6.3*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 18 4.3		{ 19 4.6		{ 14 4.8		{ 11 3.8		{ 21 2.9		{ 22 3.0		{ 20*		{ 21*		
TV HOUSEHOLDS USING TV		WK. 1	25.0	25.1	24.9	26.0	25.4	25.6	25.2	26.3	26.8	27.5	27.5	28.1	28.7	30.0	31.1	30.6
(See Def. 1)		WK. 2	23.5	24.8	24.7	24.9	25.9	27.1	27.5	27.7	27.1	27.4	27.5	27.5	28.3	29.9	30.1	31.4

U.S. TV Households: 83,300,000

(1) NBC SPORTS-30 ROCK, NBC, (1:00-1:17PM)

(2) NBC SPORTS-30 ROCK, NBC, (1:00-1:18PM)

For explanation of symbols, See page A.

DAY SAT. AUG. 20, 1983

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)																		3,080 3.7	11,000 13.2												
	ABC TV																		SPORTSBEAT		ABC WIDE WORLD-SPORTS SAT											
	AVERAGE AUDIENCE (Households (000) & %)																		2,330 2.8	5,910 7.1		6.3*		7.1*		7.8*						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																		9 2.7	19 5.8		18 *		20 *		20 *						
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																				6,580 7.9								6,330 7.6			
	CBS TV																				TRAVERS STAKES										CBS SAT. NEWS-SCHIEFFER	
	AVERAGE AUDIENCE (Households (000) & %)																				4,330 5.2		5.2*		5.2*		5,500 6.6					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																				16 5.4		16 *		15 *		17 6.2		7.0			
WEEK 3	TOTAL AUDIENCE (Households (000) & %)																				12,160 14.6								5,750 6.9			
	NBC TV																				WORLD CHMP. TRACK&FIELD SA										NBC NIGHTLY NEWS-SAT.	
	AVERAGE AUDIENCE (Households (000) & %)																				5,410 6.5		6.4*		6.7*		6.5*		6.6*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																				20 6.2		21 *		22 *		15 5.8		6.4			

W E E K 2	TOTAL AUDIENCE (Households (000) & %)																		3,250 3.9		8,250 9.9																												
	ABC TV																		SPORTSBEAT		ABC WIDE WRLD-SPT-SPEC.																												
	AVERAGE AUDIENCE (Households (000) & %)																		2,420 2.9		4,000 4.8		5.1*		4.8*		4.5*																						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																		9 3.2		13 4.9		14 *		13 *		12 *																						
																				3.2		2.6		4.9		5.3		4.9		4.6		4.6		4.4															
		TOTAL AUDIENCE (Households (000) & %)		19,990 24.0																										5,910 7.1																			
		CBS TV																		CBS SPORTS SATURDAY (3:00-6:35PM) (-OP)										CBS SAT. NEWS- SCHIEFFER (6:35-7:00PM) (OP)																			
		AVERAGE AUDIENCE (Households (000) & %)		7,580 9.1																7.1*		7.6*		8.7*		9.4*		10.4*		10.5*		9.8*		5,080 6.1															
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		27 6.7																22 *		23 *		26 *		28 *		30 *		30 *		26 *		15															
				6.7																7.5		7.4		7.8		8.5		8.9		9.3		9.6		10.5		10.3		10.5		10.5		9.9		9.7		6.2		6.0	
		TOTAL AUDIENCE (Households (000) & %)																		6,250 7.5												4,830 5.8		7,500 9.0															
		NBC TV		NBC MAJOR LEAGUE BASEBALL KANSAS CITY VS BALTIMORE ATLANTA VS CHICAGO CUBS MULTI-SEGMENT TELECAST (-OP)																HARTFORD OPEN-SAT. MULTI-SEGMENT TELECAST (OP)(-OP)										CHAMP. WOMEN'S GOLF-SAT. (5:07-6:00PM) (OP)		NBC NIGHTLY NEWS-SAT.																	
		AVERAGE AUDIENCE (Households (000) & %)																		3,670 4.4		4.3*		3.3		3.2*		3.4*		6,000 7.2																			
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																		13 2.4		13 *		10		9 *		10 *		18																			
				6.8																6.7		6.9		7.0		5.2		4.5		4.0		3.3		3.1		3.0		3.7		7.1		7.2							

TV HOUSEHOLDS USING TV WK 1		29.5	29.4	28.8	29.4	29.7	31.2	31.2	32.8	34.3	35.3	35.6	36.3	38.1	39.4	39.2	40.0
(See Def. 1) WK 2		31.7	32.5	32.1	32.8	33.5	33.6	33.8	34.1	35.5	36.2	36.3	36.9	38.6	39.6	40.1	41.1

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. AUG. 14, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

W

E TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

K

1

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

LONE RANGER/
ZORRO
(SUS)(SUS-OP)

KWICKY KOALA
SHOW
(SUS)(SUS-OP)

CAPTAIN KANGAROO-SUN
(SUS)

5,580
6.7

SUNDAY MORNING

FOR OUR TIMES
(SUS)

3,330

4.0

21

2.7

3.4*

21 *

4.0

4.4*

23 *

4.2

4.2

4.2

4.0

4.1*

20 *

4.0

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

W

E TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

K

2

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

LONE RANGER/
ZORRO
(SUS)(SUS-OP)

KWICKY KOALA
SHOW
(SUS)(SUS-OP)

CAPTAIN KANGAROO-SUN
(SUS)

5,580
6.7

SUNDAY MORNING

FOR OUR TIMES
(SUS)

3,250

3.9

24

3.2

3.6*

25 *

4.1

4.0*

24 *

4.0

4.0

4.1

4.2

4.2*

22 *

4.2

TV HOUSEHOLDS USING TV WK. 1
(See Def. 1) WK. 2

4.1	4.9	6.0	7.8	8.5	10.2	12.0	14.1	16.9	18.0	19.9	20.5	21.0	21.9	22.9	23.0
4.6	5.6	6.3	7.3	8.6	10.1	11.6	13.7	16.1	17.7	18.8	19.5	20.5	21.7	22.3	22.3

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY SUN. AUG. 21, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. AUG. 14, 1983

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

W

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

TV HOUSEHOLDS USING TV WK. 1
(See Def. 1) WK. 2

U.S. TV Households: 83,300,000

THIS WEEK-DAVID BRINKLEY DIRECTIONS
(SUS)

CANADIAN OPEN TENNIS-SUN
(1:00-3:30PM)

MEET THE PRESS

WORLD CHMP TRACK-FIELD SU
(1:00-4:00PM)

DIRECTIONS
(SUS)

PAN AMERICAN GAMES-SUN
(1:00-6:00PM)

MEET THE PRESS

HARTFORD OPEN-SUN.
(2:00-3:49PM)

24.3	24.5	24.7	25.4	25.6	26.3	26.7	26.6	26.7	28.4	29.8	30.3	31.1	32.1	32.1	33.6
22.2	23.6	24.5	25.8	26.2	27.1	27.3	27.7	26.9	28.8	29.2	29.9	31.1	31.8	32.2	33.2

For explanation of symbols, See page A.

DAY SUN. AUG. 21, 1983

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)																6,750 8.1 ABC WRLD NEWS TONIGHT-SUN
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																5,500 6.6
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																16 6.7 6.6
2	TOTAL AUDIENCE (Households (000) & %)																7,500 9.0 CBS EVENING NEWS- DEAN
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																6,160 7.4
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																17 6.9 8.0
1	TOTAL AUDIENCE (Households (000) & %)																19,080 22.9
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																7,500 9.0
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																23 6.4 7.0 8.1 8.6 9.6 9.7 8.6 8.4 10.0 9.6 10.2 10.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																6,080 7.3 ABC WRLD NEWS TONIGHT-SUN
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																5,250 6.3 15 6.3 6.3
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
2	TOTAL AUDIENCE (Households (000) & %)																9,750 11.7 CBS EVENING NEWS- DEAN
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																8,330 10.0 23 9.6 10.4
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
2	TOTAL AUDIENCE (Households (000) & %)																5,830 7.0 NBC NIGHTLY NEWS- SUN
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																4,580 5.5 13 5.5 5.5
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
TV HOUSEHOLDS USING TV WK. 1		34.9	35.5	35.2	34.9	35.0	35.1	35.2	36.2	36.9	37.7	38.4	39.9	41.6	43.1	43.6	43.6
(See Def. 1) WK. 2		33.3	33.2	33.5	34.3	34.2	35.3	36.2	36.5	36.6	37.8	39.1	40.0	41.8	43.7	43.9	44.1

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2					
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %
EVENING MONDAY ABC ABC MONDAY NIGHT BSBL-PRE EVENING TUESDAY NBC MAJOR LEAGUE BASEBALL-PRE(S) NBC MAJOR LEAGUE BASEBALL-TUE(S) EVENING THURSDAY CBS CBS NFL PRE-SEASON(S) EVENING FRIDAY ABC ABC NFL PRE-SEASON FTBL(S)	2 1 1 2	8.00- 8.13PM 8.00- 8.18PM 8.18-11.12PM 9.00-12.20AM 8.00-11.20PM	+GRID +GRID +GRID +GRID +GRID +GRID +GRID	8,330 19,160	10.0 23.0	7,580 9,250	9.1 11.1	20 21	9.4 10.8 2.2	7,250 22,570 18,490	8.7 27.1 22.2	7,330 9,000 7,500	8.8 10.8 9.0	18 21 18	10.2 9.3 9.8 9.1 9.1 7.7 8.9

ABC NFL PRE-SEASON FTBL-ABC(S) EVENING SATURDAY ABC ABC SPORTS UPDATE-SAT ABC ABC NEWSBRIEF-SAT. CBS NEWSBREAK-SAT. NBC NBC NEWS DIGEST-SAT EVENING SUNDAY ABC ABC SPORTS UPDATE-SUN ABC ABC SUNDAY NIGHT MOVIE ABC ABC NEWSBRIEF-SUN. CBS NEWSBREAK-SUN. NBC NFL PRE-SEASON FTBL-NBC(S) NBC NBC REPORTS:BATAAN(S) NBC NBC NEWS DIGEST-SUN	1 1 1 2 2 1 2 1 1 2 1 2 1 2 1 2	8.00-11.07PM 8.58- 8.59PM 9.58- 9.59PM 8.28- 8.29PM 8.57- 8.59PM 8.58- 8.59PM 8.31- 8.32PM 8.35- 8.36PM 9.00-11.29PM 9.59-10.01PM 10.04-10.05PM 8.28- 8.29PM 8.58- 8.59PM 4.00- 7.21PM 7.21- 8.21PM 9.03- 9.04PM 9.25- 9.26PM	11.15 +GRID 11.00 8.45 9.45 8.15 8.45 8.45 8.30 8.30 +GRID 11.15 9.45 10.00 8.15 8.45 7.15 8.15 9.00 9.15	17,580 9,330 11,660 4,660 7,160 11,500 18,740 9,410 11,750 19,080 11,160 10,000	21.1 11.2 14.0 5.6 8.6 13.8 22.5 11.3 14.1 22.9 13.4 12.0	6,500 9,330 11,660 4,660 7,160 11,500 9,830 9,410 11,750 7,500 6,330 10,000	7.8 11.2 14.0 5.6 8.6 13.8 11.8 11.3 14.1 9.0 7.6 12.0	16 24 27 12 18 26 21 20 28 23 16 21 21	9.1 11.2 14.0 5.6 8.6 13.8 12.2 11.3 14.1 9.8 10.7 12.0	9,250 10,910 6,250 5,160 9,910 13,330 12,580 7,330	11.1 13.1 7.5 6.2 11.9 16.0 15.1 8.8	9,250 10,910 5,910 5,160 9,910 13,080 12,580 7,330	11.1 13.1 7.1 6.2 11.9 15.7 15.1 8.8	24 26 15 14 23 27 27 15	11.1 13.1 7.1 6.2 11.9 15.7 15.1 8.8
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Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1							WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD.BY ¼ HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%			
EVENING SUNDAY-CONT'D																		
NBC NBC NEWS DIGEST-2-SUN.	1	10.16-10.17PM	10.15	11,580	13.9	11,580	13.9	24	13.9									
EVENING MONDAY-FRIDAY																		
ABC ABC NEWSBRIEF-M-F		>	8.00 9.30 9.45	8,830	10.6	8,660	10.4	19	8.4 7.1 12.4	M-F TU-F TU-F		9,580	11.5	9,250	11.1	20	8.3 12.3	M-F TU-F
ABC ABC NEWS:NIGHTLINE		>	11.30 11.45 12.00 12.15 12.30	5,830	7.0	3,420	4.1	13	5.8 4.5 3.7 3.0 2.1	M-F M-F M-F M-F FRI.		6,410	7.7	3,670	4.4	14	6.4 4.7 3.7 3.3 2.9	M-F M-F M-F M-F TUE.
ABC ABC NEWS:NIGHTLINE-FRI(B)	2	12.30-12.51AM	12.30 12.45									2,500	3.0	2,330	2.8	10	2.9 2.5	FRI. FRI.
ABC ABC NEWS:NIGHTLINE-MON(B)	1	12.30-12.42AM	12.30	2,830	3.4	2,670	3.2	14	3.2	MON.								
CBS NEWSBREAK-M-F	1	8.58- 8.59PM	8.45	8,660	10.4	8,660	10.4	20	10.4	M-F		8,910	10.7	8,910	10.7	20	10.6 11.2	M-F WED.
	2	>	8.45 9.00														6.8 6.6	M-F MTUWF
CBS LATE MOVIE I		>	11.30 11.45 12.00	7,660	9.2	4,910	5.9	20	6.5 6.2 5.9	M-F M-F M-F		7,250	8.7	4,830	5.8	21	6.7* 6.6	19* MTUWF

			12.15			5.8* 21*	5.6	M-F						6.6* 23*	6.4	MTUWF		
			12.30				5.5	M-F										
			12.45			3.9* 18*	3.5	M-F										
			1.00															
			1.15											3.1* 18*	3.0	M-TH		
			1.30												3.1	THU.		
			1.45												3.0	THU.		
			2.00											2.9* 22*	2.8	THU.		
			VARIOUS TIMES (SUS)												2.1	THU.		
CBS LATE MOVIE II	2	>	12.15									5,830	7.0	4,500	5.4	26	5.9	MTUWF
	1	>	12.30	4,580	5.5	3,670	4.4	24	5.2	M-F							5.8	MTUWF
			12.45				5.0* 26*		4.7	M-F					5.9* 23*	5.7	MTUWF	
			1.00						4.3	M-F						5.2	MTUWF	
			1.15				4.1* 24*		4.0	M-F					5.0* 27*	5.0	MTUWF	
			1.30						2.7	THU.								
			VARIOUS TIMES (SUS)															
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	1,170	1.4	1,000	1.2	13	1.3	M-THSU		1,250	1.5	1,080	1.3	14	1.4	M-THSU
			2.15						1.1	M-THSU							1.2	M-THSU
CBS CBS NEWS NIGHTWATCH-2		2.30- 6.00AM	2.30	2,170	2.6	830	1.0	21		M-THSU		2,330	2.8	830	1.0	21		M-THSU
			2.45				1.4* 20*		1.4	M-THSU							1.3	M-THSU
			3.00						1.3	M-THSU					1.2* 16*	1.1	M-THSU	
			3.15						1.2	M-THSU						1.3	M-THSU	
			3.30				1.1* 19*		1.0	M-THSU					1.2* 21*	1.2	M-THSU	
			3.45						1.0	M-THSU						1.1	M-THSU	
			4.00						0.8	M-THSU					1.1* 23*	1.0	M-THSU	
			4.15						0.8	M-THSU						1.1	M-THSU	
			4.30						0.8	M-THSU					1.0* 24*	1.0	M-THSU	
																0.9	M-THSU	
CONT 1				WEEK T				WEEK S										

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Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								OTHER PROGRAMS WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D																			
NBC NBC NEWS OVERNIGHT-M-F-CONT'D																			
		VARIOUS TIMES	2.00 2.15 (SUS)						1.5 1.4	M-F M-F							1.7 1.5	W-F W-F	
DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS-MORN-600A(SUS)		6.00- 6.15AM	6.00																
ABC ABC WORLD NEWS-MORN-615A(SUS)		6.15- 6.30AM	6.15																
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45																
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	920	1.1	920	1.1	13	1.1	M-F									
ABC ABC SPECIAL REPORT-2.30P(SUS)	1	2.30- 2.45PM	2.30	7,410	8.9	7,080	8.5	27	8.5	M-F	1,170	1.4	1,080	1.3	14	1.3	M-F		
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30 6.45	1,420	1.7	1,000	1.2	19	1.2 1.3	M-F M-F	7,830	9.4	7,580	9.1	28	9.1	M-F		
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45								1,250	1.5	920	1.1	15	1.0	M-F		
CBS CBS NEWS SPECIAL REPORT(SUS)	1	2.30- 2.45PM	2.30	7,330	8.8	7,000	8.4	31	8.4	M-F	7,000	8.4	6,750	8.1	30	8.1	M-F		
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45							THU.									
CBS FESTIVAL OF LIVELY ARTS(S)	2	4.30- 5.30PM	4.30 4.45 5.00	4,830	5.8	4,580	5.5	17	5.5	M-F	5,250	6.3	4,910	5.9	18	5.9	M-F		
											3,250	3.9	1,750	2.1 2.0*	6 6*	2.1 1.9 2.0	TUE. TUE. TUE.		
			5.15																
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30 6.45	1,250	1.5	920	1.1	15	1.0 1.2	M-F M-F	1,500	1.8	1,080	1.3	15	1.1 1.5	M-F M-F		
NBC NBC NEWS SPECIAL REPORT(SUS)	1	2.30- 2.45PM	2.30							THU.									
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8.25AM		8.25- 8.29AM	8.15	2,080	2.5	2,000	2.4	21	2.4		1,830	2.2	1,500	1.8	16	1.8			
ABC SCHOOLHOUSE ROCK-10.55AM		10.55-10.59AM	10.45	5,750	6.9	5,080	6.1	25	6.1		5,000	6.0	4,410	5.3	23	5.3			
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	5,660	6.8	4,830	5.8	22	5.8		4,170	5.0	3,420	4.1	16	4.1			
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	1,500	1.8	1,330	1.6	14	1.6		1,580	1.9	1,580	1.9	17	1.9			
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	1,420	1.7	1,330	1.6	11	1.6		2,330	2.8	2,170	2.6	17	2.6			
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	2,000	2.4	1,750	2.1	11	2.1		2,670	3.2	2,420	2.9	15	2.9			
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	3,500	4.2	3,330	4.0	19	4.0		3,670	4.4	3,420	4.1	19	4.1			
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	4,500	5.4	4,250	5.1	21	5.1		4,080	4.9	3,670	4.4	19	4.4			
CBS IN THE NEWS-11.26AM	1	11.26-11.29AM	11.15	5,660	6.8	5,250	6.3	25	6.3										
CBS IN THE NEWS-11.26AM(B)	2	11.26-11.29AM	11.15								4,000	4.8	3,670	4.4	18	4.4			
CBS IN THE NEWS-11.56AM	1	11.56-11.59AM	11.45	6,750	8.1	5,910	7.1	27	7.1										
CBS IN THE NEWS-11.56AM(B)	2	11.56-11.59AM	11.45								4,580	5.5	3,670	4.4	18	4.4			
CBS IN THE NEWS-12.26PM	1	12.26-12.29PM	12.15	4,750	5.7	4,500	5.4	21	5.4										
CBS IN THE NEWS-12.26PM(B)	2	12.26-12.29PM	12.15								2,500	3.0	2,330	2.8	10	2.8			
CBS IN THE NEWS-12.56PM	1	12.56-12.59PM	12.45	4,330	5.2	4,080	4.9	19	4.9										
CBS IN THE NEWS-12.56PM(B)	2	12.56-12.59PM	12.45								3,250	3.9	2,920	3.5	13	3.5			
CBS IN THE NEWS- 1.26PM	1	1.26- 1.29PM	1.15	4,170	5.0	3,830	4.6	17	4.6										

Nielson NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
DAY SATURDAY-CONT'D																	
CBS CBS SPORTS SATURDAY	2	3.00- 6.35PM	+GRID 6.30								19,990	24.0	7,580	9.1	27		
NBC ASK NBC NEWS-8:28AM		8.28- 8.30AM	8.15	2,420	2.9	2,420	2.9	25	2.9		2,750	3.3	2,580	3.1	28	9.2	
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	3,000	3.6	2,920	3.5	25	3.5		3,670	4.4	3,500	4.2	27	3.1	
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	4,660	5.6	4,500	5.4	23	5.4		4,750	5.7	4,660	5.6	25	4.2	
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	4,330	5.2	4,000	4.8	19	4.8		4,170	5.0	4,080	4.9	22	5.6	
NBC ASK NBC NEWS-11:58AM	2	11.58-12.00NN	11.45								3,920	4.7	3,750	4.5	18	4.9	
NBC NBC SPORTS-30 ROCK	1	1.00- 1.17PM	+GRID	4,250	5.1	4,000	4.8	18			5,330	6.4	4,750	5.7	21	4.5	
	2	1.00- 1.18PM	+GRID 1.15						4.8								
NBC NBC MAJOR LEAGUE BASEBALL	2	1.18- 4.19PM	+GRID 4.00 4.15								13,410	16.1	5,500	6.6	22	6.1	
NBC HARTFORD OPEN-SAT.(S)	2	4.08- 4.57PM	+GRID 5.00								6,250	7.5	3,670	4.4	13	7.3 4.2	
DAY SUNDAY																4.2	
CBS IN THE NEWS-7.26AM-SUN(SUS)		7.26- 7.29AM	7.15														
CBS IN THE NEWS-7.56AM-SUN(SUS)		7.56- 7.59AM	7.45														

3-Week Average

Individual Week

1A Households

Rating (1-5)

Once-a-Week

Five-a-Week

Sampling Error of One Standard Error (SE) Level

Below is shown some data as follows:

For a perfect proportion sample of the size available on the average day of the estimated standard error of statistical inferences related to sampling error

Average Day 15.16

Weighted Nielsen accuracy standards 132.1

Households breaking 1 or more good days 138.8

Average Day installed 138.8

All Households sample sizes for this report are

INTERPRETATIONS AND BEGAIED

Line-up changes

Nielsen Plaza
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New York, NY 10104
(212) 708-7500

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Menlo Park, CA 94025
(415) 321-7700

September 1, 1983

NIELSEN NATIONAL TV RATINGS REPORT
1ST AUGUST 1983 REPORT
July 25-August 7, 1983

The following revised program audience data are the result of program lineup changes received from the networks too late for inclusion in the above report.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
Pg. A-41/A-42											
Evening Mon-Fri											
CBS Late Movie II	2	Various Times	12. 30	4, 910	5. 9	3, 750	4. 5	23	5. 1	M-F	
			12. 45				5. 2	25	4. 8	M-F	
			1. 00						4. 6	M-F	
			1. 15				4. 4	25	4. 2	M-F	
			1. 30						3. 3	M-F	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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